

Building Bridges:

Best Practices for Effective Internal Communication



Engaging & Listening

- Annual Surveys
- Staff Advisory Groups
- Getting In Front of staff to Talk and Listen
- Internal Newsletters
- Job for the day
- Rounding
- Direct Email to Staff from Superintendent
- Walk-throughs
- Emergency Communication staff first

Staff Recruitment & Retention

Public Ideas

- Staff Shout Outs-Recognitions
- New Teacher Features

Internal Staff Ideas

- exit interviews with HR
- Stay interviews
- New teacher features
- Weekly email to staff from principal
- Superintendent Blogs
- regular admin meetings/leadership teams
- board update after a board meeting



Think Outside the Box



Staff Social Media Group



Podcast just for Staff



Voicemail Memos



Resources

Past Presidents Best Practices

Erica Chandler Affton

#OneAffton -- reminding employees that we are One Team, One Family, One Community.

- #OneAffton friendship bracelets at convocation
- #OneAffton-branded snackboxes where we've partnered with our Board and Affton Parents Club to provide different snacks to fill their snackbox each month
- Underground Spirit Week for Our Team only -- students had to guess the theme each day



Kelly Wachel Park Hill

- Bring district leadership team together in-person (or via an online call) to discuss hot topics, crisis communication heads-up, or important initiative conversations. These conversations build trust by hearing directly from leaders. Too often we rely on an email to convey important information when a conversation might be needed for context. You know how people used to say that "content is king?" Well, I think "context is queen."
- If you have work groups that need special attention to understand certain decisions – like Special Education, English Language Learners, specialized content areas, social workers, counselors, etc. – go talk to them during their quarterly or monthly check-ins. Again, personal in-person engagement to share information is preferred when possible.
- Starting a community engagement campaign for long-range planning or a bond/levy initiative? Schedule lunch and learns at each of your schools. Take lunch (or cookies) and go sit in the commons area or staff lunchroom to engage with staff over their lunch hours. Take information (handouts) and be available to answer any questions the staff might have.

Stephanie Smith Fort Osage

- Staff Recognition and social committee as a partnership with HR to get employees involved in their recognitions and networking.
- Ensuring staff events are held at times that staff can actually attend. Think about schedules for custodians, transportation, ect.
- Think about the things you have always done and do they meet staff needs any longer? Are changes needed?

Lana Snodgras West Plains

- Staff-driven Instagram takeovers to spotlight different departments.
- Districtwide Google Form for anonymous staff input – reviewed monthly.
- Short behind-the-scenes videos (or photos) with staff (bus drivers, cooks, paras)



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